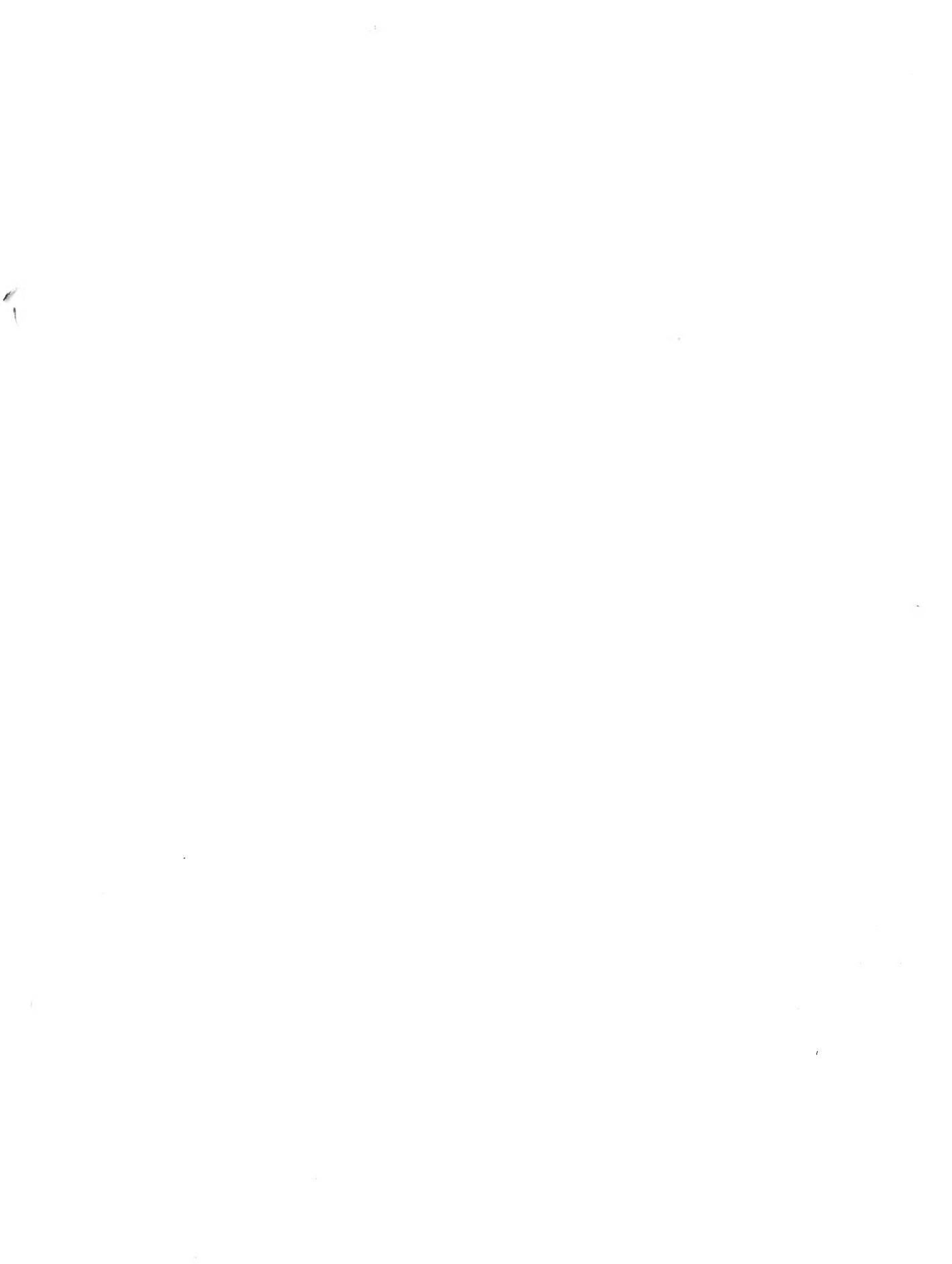
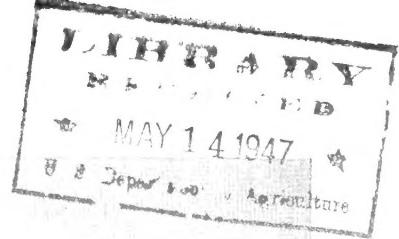


## **Historic, Archive Document**

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# *Grower's 1947 Prices*



STEELE'S MASTODON BUTTERFLY HYBRIDS

# Steele's Pansy Gardens

SINCE 1893

2715 S. E. 39th AVENUE, PORTLAND 2, OREGON, U. S. A.

## Dear Friends:

It is our belief that American gardeners are looking for flowers of distinction and are willing to pay the cost of the creative and technical skill necessary to produce new and better strains.

More than fifty years of experience are behind our efforts. During that period the pansy has come out of the kitchen garden to become the featured attraction of famous parks and gardens throughout the civilized world. We believe that we have been instrumental in raising the status of the pansy to the top rank of favorites among flower lovers.

With pansies increasing in popularity in every city and village of our nation, we find that a drastic change in our production program is necessary. Our first step is to elimi-

nate those mixtures which can be replaced by increased production of our three specialties. At the insistence of customers, who want us to develop these high quality strains which we alone can maintain, we intend to concentrate on Jumbo mixed, Super Swiss "400" mixed, and Butterfly Hybrids, a combination that we believe will contribute most to the improvement of pansy culture throughout the world.

Owing to shortage of labor and crop during last year it will again be necessary for us to limit quantities. We refuse to compromise quality in order to produce more seed but you will find germination so high that our prices will be lower than most pansy seed. We feel assured that growers will exercise utmost care in germination so that they may realize a full return for their investment of time, money and labor.

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## These Prices Will Replace All Other Price Lists Which You May Have

### JUMBOS

**"Pay Dirt"**—The largest golden yellow ever produced. Blooms have dark rays or tiny dark faces. Fine habit of growth and resistant to summer heat.

**Jumbo Beaconsfield**—A greatly improved true Beaconsfield type. Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

**Jumbo Mixed**—Our origination. Field plants producing flowers up to five inches in diameter. Many new and unique colors—pastel pinks, apricots, yellows, blues, brass tones, copper bronze. Purple, red, in two- and three-color combinations and selfs. Fine form, heavy substance, long strong stems, fine for cutting and forcing. Fully two weeks early.

#### PRICES OF JUMBOS

	200 s	600 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.
Pay Dirt .....	\$1.00	\$1.75	\$3.00	\$ . . .	\$ . . .	\$ . . .
Beaconsfield .....	1.00	1.50	2.75	4.75	8.00	
Jumbo Mixed .....	1.00	1.75	3.00	5.00	9.00	

(oz. \$16.00; 2 oz. \$30.00; 4 oz. \$56.00)

### SWISS

**Sea Blue**—A genuine blue pansy with darker blotch. Very uniform in color and one of our best separate colors for size and substance. Exceptional for color contrast and merits our recommendation.

**Gorgeous Red**—The reddest pansy we have ever produced with deeper red blotch. Not quite as brilliant as Irene. We have never been able to produce enough of this strain to fill orders as it requires heavy rogueing all season and is a shy seeder.

**Super Swiss "400" Mixed**—A strain of the finest known Swiss types grown in a perfectly balanced mixture and containing more fine reds, golden yellows, rose and fuchsia shades, three-tone color effects, blues, violets, and every shade in between, all beautifully blotched and bordered in contrasting hues.

#### PRICES OF SWISS

	400 s	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.
Sea Blue .....	\$ . . .	\$1.00	\$1.25	\$2.00	\$3.50	\$6.50
Gorgeous .....	1.00	1.75	2.50	...	...	...
"400" Mixed .....	1.00	1.25	2.25	4.00	...	...

We reserve right to limit quantities.

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## Butterfly Hybrids

**Butterfly Hybrids**—A rainbow collection originated by Donald M. Steele, our pansy hybridist, culminating ten years of hand pollination of special selections. We believe that this strain will be recognized as one of the most important contributions to horticulture during the present era. A pastel strain with colors in pink, buff, overlaid in pink or bronze, orchid, lavender, yellow, from delicate pale gold

to rich orange, pastel red, salmon, coral, rose, all overlaid with a delicate bronze cast. Abundantly ruffled, frilled, fluted, and marked with sun rays and blotches of butterfly sheen metallic jewel tones.

**Prices**—200 seeds \$1.00; 800 seeds \$2.00; 1/16 oz. \$3.25; 1/8 oz. \$5.75; 1/4 oz. \$10.00; 1/2 oz. \$18.00; oz. \$35.00; 2 oz. \$65.00.

# IMPROVED BEDDING TYPES

**Mlle. Irene**—Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. Fine to add red to your mixture.

**Improved Adonis**—Light blue shades. We have rogued faded blues and off tones. This strain is of part Jumbo type light blues. Most flowers show small white face in center of bloom, marked with dark blotches. Very fine to augment Butterfly Hybrids which lack blue. Size has been improved and is better than ever before.

**Grand Duke Michel**—Pure white with delicate rays. Dwarf, compact plants covered with blooms. An excellent strain for color effects and the largest pure white.

## PRICES OF BEDDING TYPES

	800 s	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	oz.
Mlle. Irene .....	\$1.00	\$1.50	\$2.75	\$5.00	\$9.00	\$ ...
Improved Adonis.. . .	1.00	1.75	3.00	5.50	10.00	
Grand Duke Michel . . .	.75	1.25	2.25	4.25	8.00	

**Golden Gate** (available after Aug. 15), same price as Adonis.

**Jumbo Madame Steele** (available after Aug. 15), 200 seeds \$1.00.

All strains not listed have been discontinued. Seed still scarce and we must continue to limit quantities.

## DIRECTIONS FOR GERMINATING SEED

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of compost or pulverized well rotted manure to a depth of at least one inch.
3. Overlay compost with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed to several inches.
6. Treat seed with Copper oxide or Semesan and sow in shallow drills or broadcast. Cover with a sifted mixture of two parts of peat moss to one part of compost. The depth of this covering should be about one-eighth inch.
7. Use spray of water to moisten surface, after light burlap cover is on. Do not use heavily chlorinated water if avoidable.
8. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely, we remove bur-

lap permanently and sift tops of beds with thin layer of peat moss. To avoid damping off, water your seedlings VERY SPARINGLY.

Maintain constant moisture during the day but never allow seed beds to go into the evening overly moist. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. WE USE 200 TO 225 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.

**CAUTION**—Alternate your pansy crop with some other crop.

If your fall seedlings are not growing rapidly enough, fertilizer is the answer. The same goes for late winter and spring. Feed them often and cultivate frequently for top results and maximum profits that you should get from our seed.

The usually high germinating qualities of Steele's Mastodon Pansy Seed is a revelation to all extensive growers who use our stock. Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.

## Lest You Forget!

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London. If you wish this picture and have not received one, be sure and ask for it when you order.

Or, to anyone, we will mail prepaid same, unmounted no advertising—at per copy, 25c. Stamps O.K.

Check your order carefully and send remittance in full by money order or bank check. Stamps O.K.

We cannot accept any C.O.D. orders.

No charge for Air Mail.

We do not offer packets smaller than those listed.

If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Hot climates are not safe to store pansy seed unless kept under mild refrigeration.



STEELE'S MASTODON JUMBO MIXED

# STEELE'S PANSY GARDENS

SINCE 1893

2715 S. E. 39th AVENUE, PORTLAND 2, OREGON, U. S. A.